

Report to the Manitowoc Plan Commission

Meeting Date: June 24, 2026

Request: PC 10-2026: T. J. Potter Trucking; Request for a Conditional Use Permit (CUP) pursuant to section 15.330(4)b of the Municipal Code for the establishment of a Storage in Bulk or Transloading Activities Area in a I-1 Light Industrial Zoning District for property located at the northeast corner of S. 39th and Viebahn Streets. (Parcel# 836-304-040)

Existing Land Use for Subject Property: undeveloped / farm field

Existing Zoning for Subject Property: I-1 Light Industrial

Surrounding Property Land Uses and Zoning

Direction	Existing Land Use	Existing Zoning
West	Shipping, transloading	I-1 Light Industrial
North	Retail, Office, Medical, Commercial	C-1 Commercial
East	Institutional, Residential	I-1 Light Industrial R-4 Single and Two Family Residential
South	Vacant, farm land, residential	R-4 Single and Two Family & R-6 Multiple Family

Report: Todd Potter owner of TJ Potter Trucking, Inc is under contract with the Manitowoc Company to purchase a 32.31 acre vacant property located at the northeast corner of Viebahn and S. 39th Street. Potter Trucking is proposing to construct a crushed stone and gravel laydown and storage area to store, transload and transport machinery from the location. Potter Trucking envisions constructing a building at the site in the future as operations grow. Potter Trucking transloads and hauls large machinery which is manufactured in Manitowoc in addition to other businesses in the region.

The property was annexed in 1979 as part of a larger annexation area and has been zoned I-1 Light Industrial since that time.

Potter Trucking is working with Ayres and Associates on a concept and site plan for the laydown area and in addition construction documents for the completion of S. 39th Street to Viebahn Street. The concept plan shows two access drives off of S. 39th Street, two stormwater treatment areas, a berm along the east property adjacent to the residences, mapped wetland and the proposed laydown area. A site plan, landscaping plan and stormwater management plan would also be required for the development. These items would be staff review only and separate from this conditional use permit request.

The property is identified on the Comprehensive Plan's Future Land Map has industrial. Even though conditional use permits do not have to follow the consistency rule the proposal does not conflict with the future land use map.

Pursuant to section 15.330(4)b "Storage in bulk; or transloading activities" require the issuance of a CUP.

Conditional Use Permits are controlled by section 15.370(27) of the municipal code.

In acting upon any application for a conditional use, the Plan Commission and Council shall consider whether the requested use: (1) is reasonably necessary for the convenience and welfare of the public; (2) is in harmony with the character of the surrounding area; and (3) will have a minimal or no effect on surrounding property values.

Municipal Code:

Pursuant to Section 15.370(27)(c) of the Municipal Code, "the Plan Commission and Council shall consider whether the requested use:

- A. is reasonably necessary for the convenience and welfare of the public.
- B. Is in harmony with the character of the surrounding area.
- C. Will have a minimal effect or no effect on the surrounding property values.

The Commission and Council can affix conditions to the CUP to provide assurances that the proposed use will remain in conformity with the criteria under subsection (27)(c) as well as compliance with regulations of the particular zoning district which the conditional use would be located."

State Statute:

" §62.23(7)(de) Conditional use permits.

1. In this paragraph:

a. "Conditional use" means a use allowed under a conditional use permit, special exception, or other special zoning permission issued by a city, but does not include a variance.

b. "Substantial evidence" means facts and information, other than merely personal preferences or speculation, directly pertaining to the requirements and conditions an applicant must meet to obtain a conditional use permit and that reasonable persons would accept in support of a conclusion.

2. a. If an applicant for a conditional use permit meets or agrees to meet all of the requirements and conditions specified in the city ordinance or those imposed by the city zoning board, the city shall grant the conditional use permit. Any condition imposed must be related to the purpose of the ordinance and be based on substantial evidence.

b. The requirements and conditions described under subd. 2. a. must be reasonable and, to the extent practicable, measurable and may include conditions such as the permit's duration, transfer, or renewal. The applicant must demonstrate that the application and all requirements and conditions established by the city relating to the conditional use are or shall be satisfied, both of which must be supported by substantial evidence. The city's decision to approve or deny the permit must be supported by substantial evidence.

3. Upon receipt of a conditional use permit application, and following publication in the city of a class 2 notice under ch. 985, the city shall hold a public hearing on the application.

4. Once granted, a conditional use permit shall remain in effect as long as the conditions upon which the permit was issued are followed, but the city may impose conditions such as the permit's duration, transfer, or renewal, in addition to any other conditions specified in the zoning ordinance or by the city zoning board.

5. If a city denies a person's conditional use permit application, the person may appeal the decision to the circuit court under the procedures contained in par. (e) 10.”

Public Comments: Notices were mailed out to property owners adjoining and abutting the property and at the time of this writing no comments were received.

Timeline

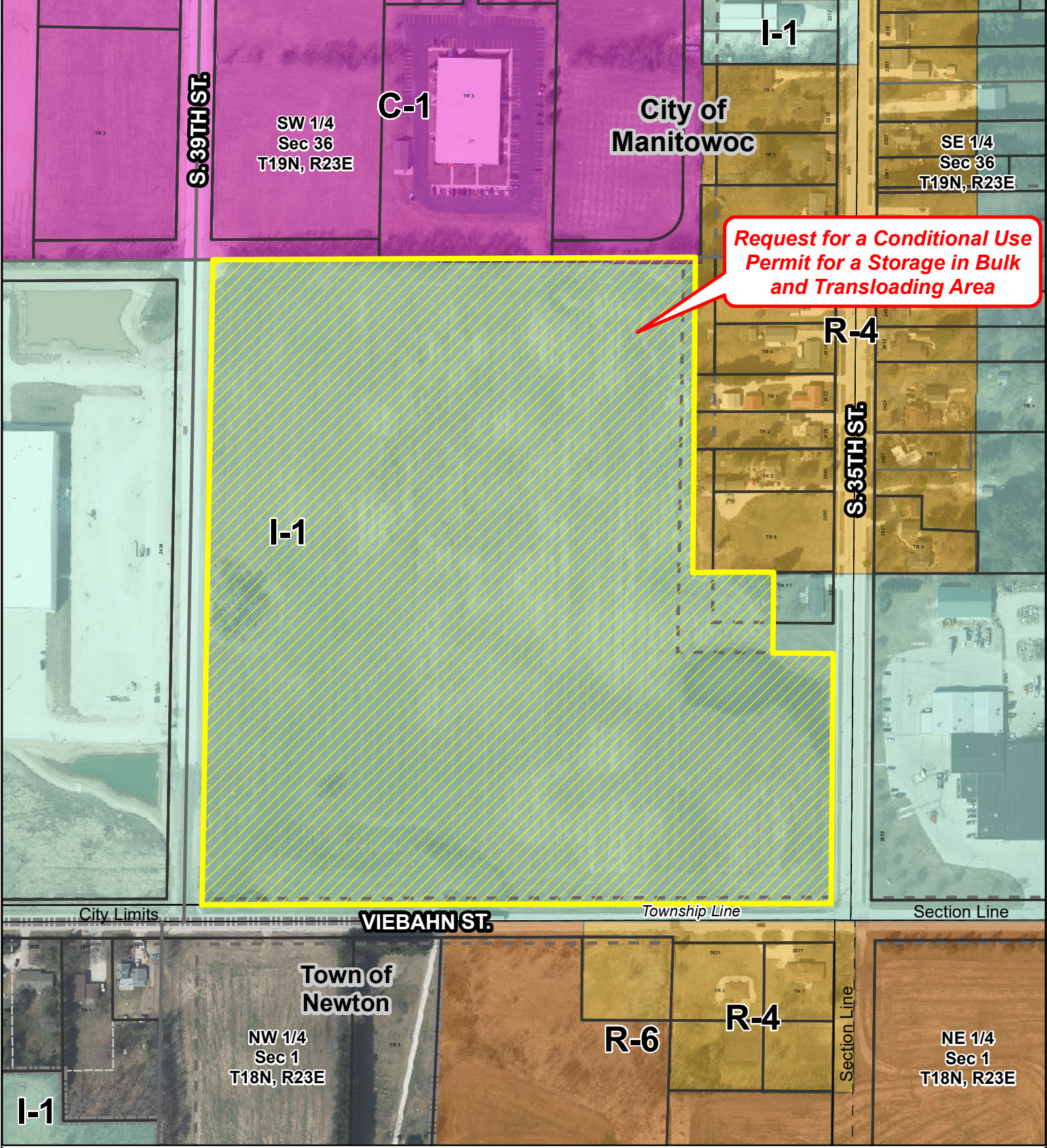
- Notifications Sent: June 24
- Plan Commission Public Informational Hearing: rescheduled to July 7th
- Common Council Public Hearing scheduled for: July 22nd, 2026

Recommendation: Approve the issuance of a Conditional Use Permit to TJ Potter Trucking, Inc. for the establishment of Storage in Bulk and Transloading Area pursuant to the attached conditions.

DRAFT

REQUIREMENTS FOR A
CONDITIONAL USE PERMIT (CUP) PURSUANT TO 15.330(4)b FOR THE
ESTABLISHMENT OF STORAGE IN BULK OR TRANSLOADING ACTIVITIES
TO TJ POTTER TRUCKING, INC (POTTER TRUCKING)
LOCATED AT THE NORTHEAST CORNER OF S. 39TH AND VIEBAHN STREETS
TAX PARCEL # 836-304-040
7/22/2026

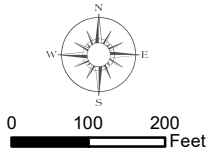
- A. The CUP shall not become effective and binding until the date that the Common Council approves the CUP as outlined herein. The CUP shall automatically terminate July 1, 2027 if no substantial work has been completed on the site after an approved site plan.
- B. The CUP shall require compliance with all applicable local, state and federal regulations and licensing as needed. Non-compliance with the terms of the CUP may result in the modification of the terms and conditions of the CUP, issuance of citations and financial penalties, or immediate revocation of the CUP.
- C. Potter Trucking shall not assign or transfer its interest in the CUP to any party without the written approval of the Plan Commission.
- D. This CUP will be reviewed at the January, 2028 Plan Commission meeting.
- E. All products, machinery and any other bulk items shall be stored in a neat and orderly condition on the site. No unregistered or unlicensed vehicles are allowed to be stored on the site.
- F. Any dumpsters or garbage enclosures shall be site obscured behind a fence, decorative wall or landscaping to the approval of the Community Development Department.
- G. Dust palliatives must be applied to the entire gravel area at least twice per calendar year, plus additional applications if required by the Zoning Administrator.
- H. Potter Trucking must submit a landscaping plan for review and approval by the Community Development Department. This landscaping must be fully installed before any transloading or storage operations begin on-site. The company is responsible for ongoing landscape maintenance, which includes replacing any dead, dying, or diseased vegetation with healthy plants and trees.
- I. The city must review and approve the berm height and location before any site work begins. The berm must be installed prior to any transloading and storage occurs on the site. The design must allow for easy mowing and regular upkeep of the vegetation.
- J. Potter Trucking shall minimize the idling of trucks and machinery during periods of inactivity.
- K. Any mud or dirt tracked onto any adjacent streets must be cleaned or swept immediately, or upon request by the City Engineering Department. Tracking pads must be installed to the approval of the City.
- L. Barbed wire and razor wire fencing are strictly prohibited.
- M. Follow the Outdoor Lighting requirements in the municipal code.



Request for a Conditional Use Permit for a Storage in Bulk and Transloading Area

CONDITIONAL USE PERMIT

City of Manitowoc, WI



**Conditional Use Permit
for a Storage in Bulk
and Transloading Area**

DISCLAIMER: Maps and associated data are believed to be accurate, but are not warranted. This information is not intended for legal, survey, or other related uses. Please obtain the original recorded documents for legal or survey information.

Prepared by City of Manitowoc
Community Development Department
www.manitowoc.org
Map Plotted: 6/17/2026
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**PC 10-2026
S. 39th St.**

Manitowoc City Plan Commission



TJ Potter Trucking, Inc
13000 Sherburne Ave, Becker, MN 55308
763.262.5850 | 763.262.5851

Hello City of Manitowoc,

We are a family-owned company based in Becker, Minnesota. Our operations include a trucking company specializing in over-dimensional freight, as well as a warehousing business with more than 300,000 square feet of temperature-controlled indoor storage.

Our facilities include 40-ton and 50-ton overhead cranes along with forklifts ranging in capacity from 4,000 lbs to 80,000 lbs. Our Becker campus spans 160 acres, with approximately 90 acres currently utilized for outside storage and laydown yard operations. We also operate both a 100-ton traveling gantry crane and a 75-ton traveling gantry crane on-site.

Our primary customers in both trucking and warehousing are companies involved in the data center industry, including Google, Meta, Cummins, Rolls-Royce, Rehlko, Robinson Custom Enclosures, and others. These customers are increasingly requesting secure outdoor storage for large generators and related equipment for varying lengths of time before delivery to job sites.

With many manufacturers located in Manitowoc, Green Bay, Fall River, Milwaukee, and Rockford, we believe Manitowoc would be an ideal location for an additional storage yard operation.

Our initial plan would be to engineer the site for proper drainage and containment in accordance with all city and state requirements, then prepare and rock the surface. At our Minnesota facility, we install approximately 5 inches of crushed concrete topped with 6 inches of ¾-minus granite, which has proven to be a durable and clean solution.

Please take a moment to visit our website at tjpottertrucking.com and review the Warehouse section for additional information about our operations and facilities.

We take great pride in maintaining clean, organized, and professional properties. Our yards are kept neat and orderly, and our green spaces are regularly maintained. In Becker, we have planted more than 100 Autumn Blaze Maple trees along the roadway, and we would maintain the Manitowoc location with the same level of care and appearance.

The need for this yard is immediate, and we could also envision constructing a building at the site in the future as operations grow.

We respectfully ask you to consider allowing us to move forward with this project. We are confident we would be a strong addition to the community and would not disappoint you.

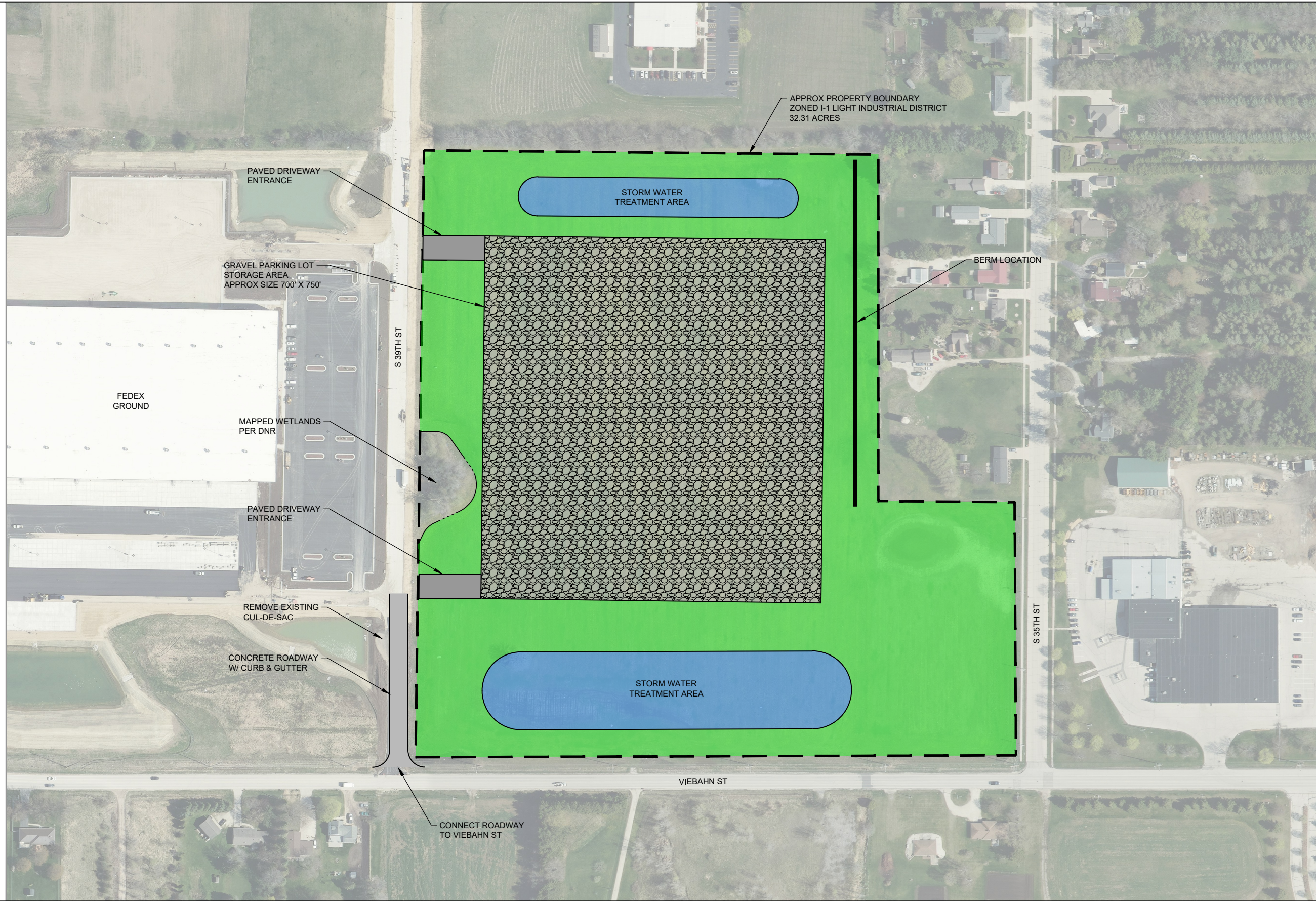
Regards,

Todd Potter and Family

File: I:\24\Potter Trucking\Manitowoc Site\Concept Site Plan.dwg | Layout: Exhibit | Plot Date: 11/06/2026



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T.J. Potter Trucking to Meet Growing Demand

T.J. Potter Trucking is a leading provider of heavy haul transport services. We are committed to scaling our business to keep up with your growing demand for our services.



Our Leading Position in Heavy Haul Transport



Experience

Pioneering the Heavy Haul industry, T.J. Potter Trucking leads with dependable heavy haul transport services, prioritizing safe and ON TIME deliveries.

Expertise

Dedicated to excellence, our skilled team of drivers and dispatchers ensures unparalleled service quality. Experience quick and informative responses that meet your requirements.

Reputation

Known for our unwavering dedication to on-time and safe deliveries. We prioritize transparency as a fundamental aspect of our success, ensuring that you receive the transparency you expect and deserve.

"One Stop Shop"

We pride ourselves on being that One call you can make to do it all!

PROJECT MANAGEMENT THROUGH COMMITMENT & COLLABORATION

Through our Project management platform, we share visibility with our Partners/customers to have full transparency and collaborate on shipments both small and large.

Each shipper will have a **personalized dashboard** displaying both upcoming and real-time shipments.

- This transparency fosters trust and cultivates collaboration between all parties involved, leading to streamlined operations and successful deliveries. By providing this level of visibility, we empower our partners/customers to actively participate in the shipping process, ensuring their needs are met efficiently and effectively. This commitment to transparency and collaboration sets us apart as a trusted partner in the heavy haul transport industry.
- Our commitment to open communication and partnership is the cornerstone of our service, ensuring that all entities involved work together seamlessly. We strive to build strong relationships with our partners to achieve mutual success and excellence in every shipment. Through our dedication to collaboration, we create a reliable and efficient environment that benefits everyone involved in the heavy haul transport process.

WE ARE AN EXTENSION OF YOU! We do that with full Transparency and a "Do what you say you're going to do" attitude!

Boasting the Largest Perimeter Fleet & Steerable Equipment Nationwide

1 Capacity

We have the capacity to handle any size project, no matter how complex or challenging.

2 Efficiency

Streamlining deliveries with our robust fleet and strategic route planning to eliminate delays and meet tight schedules.

3 Reliability

Excelling in prompt response time and impeccable shipments, our processes are tailor-made to uphold our commitment to customers Success.





Dominating with a strong 25%+ hold on the total Perimeter Trailer Market. (estimated)

Based on insights from external research, we've identified that we likely hold around 25% of the market share in the perimeter trailer industry.

This is continuously growing as well.



Commitment to Quality and Reliability

We are dedicated to maintaining the highest levels of quality and professionalism that YOU expect and deserve.

Expanding Our Field Presence

With the anticipated increase in volume, we plan to expand our team of field supervisors. These roles will be present at the shipper's location, onsite for delivery, and other key points. This will ensure a smooth loading and delivery process, with representation from Potter overseeing operations.

Enhancing Driver Training

We are investing in training and development programs for our drivers to ensure they have the skills needed to deliver exceptional service. We are focusing on developing our talented drivers and moving them up the ladder to the Heavy Haul equipment.

Strengthening Partnerships

We are working closely with manufacturers to secure build slots and expand our Perimeter fleet as well as our Step Decks and Double drops, ensuring we have the capacity to meet growing demand.

Leveraging Existing Assets

Based on current projections, we can support the expected volume with our existing assets. We have 100 drivers and over 350 trailer combinations, with plans to continue expanding our fleet and assets.

Staging Yard Opportunities

We are exploring the option of purchasing or leasing staging yards near shippers. This would allow us to position a variety of trailers on-site for pre-loading when opportunities arise. This is a potential strategy to enhance efficiency and be prepared for increased demand.

Expanding Partner Network

In addition to our own fleet, we work with over 300 vetted partner carriers. We are actively strengthening these partnerships and will be implementing a training program to support project cargo with our partner carriers.



Strategies for Scaling Our Operations

Team Expansion

T.J. Potter Trucking is committed to supporting your growth goals. To manage increased business volume, we are expanding our logistics team by adding Project Managers, Permit Writers, and a Pilot Car Supervisor. These additions will strengthen our expertise in handling complex permits, ensuring safe and compliant transport, and providing exceptional customer service.

We are dedicated to expanding our fleet annually to meet growing demand.

- Cultivating valuable connections with partner carriers who specialize in Over dimensional Cargo, we have commitments to supporting our success. Our partners have already shown eagerness to align with our goals.

Executing with Partners

Our extensive network of trusted carrier partners is the bedrock of our success at T.J. Potter Trucking. Through strategic 90/10 and 70/30 blends Potter/Partners, we maintain a robust fleet to meet diverse transportation needs. Our partners enthusiastically support our commitment to quality, reliability, and customer satisfaction. Together, we leverage our combined expertise to solidify our position as the industry leader in heavy haul and perimeter/project logistics.

Process Optimization

We are constantly seeking ways to improve efficiency, including refining our route planning, streamlining our dispatch procedures, and implementing new technologies to optimize our logistics processes.

Technology Adoption

Propelling our development with cutting-edge technology. Our Project management system ensures real-time tracking, route optimization, scheduling, and seamless connectivity with shippers and delivery sites.



BWRI/POTTER WAREHOUSING / GEN LAYDOWN YARD

1

Warehousing

Warehousing is about to become a critical part of our growth journey.

Your Convenient Storage Hub

We're the go-to storage-in-transit warehouse for our customers' freight. We'll free up their space by securely storing and unloading their large products until their sites are ready.

Unparalleled Storage Capacity

With multiple warehouses in Becker, MN spanning over 250,000 sq ft of indoor space, plus outdoor areas for oversized items, we have ample room to handle any storage needs.

Specialized Heavy Equipment

Our Mi-Jack, 100-ton travel lift crane gives us the muscle to safely handle even the largest and heaviest products.

Inventory Management Expertise

We'll manage your inventory and deliver it right to you or your customer, whenever you need it. With over 20 years of experience, we're equipped to handle any storage challenge.

2

The POTTER Laydown Yard

To meet the surging demand for generator storage, we've acquired a massive 118-acre laydown yard right across from our warehouse and trucking hub.

Power at Your Fingertips

We're outfitting the yard with ample electrical hookups, so clients can easily plug in and power their generators on-site.

A Strategic Location

This prime real estate puts our generator storage services right at the heart of our logistics operations, streamlining the delivery process for our customers.

Ensuring Exceptional Customer Service

Proactive Communication

We ensure our customers are always informed about the status of their shipments. We believe the key to successful project execution lies in identifying potential stress points 45-60 days in advance (if possible). By leveraging project management and collaborating closely with all involved parties, we make this foresight possible.

Responsive Support

We pride ourselves on being available to our customers when they need us. You call, we answer!



Personalized Service

Understanding your expectations is our forte, and achieving success together is our ultimate goal. Your triumph fuels our success story.

Roadmap for Continued Growth and Success



Sustainable Growth

We are committed to building a sustainable business that will continue to thrive for years to come.



Industry Leadership

We are dedicated to being a leader in heavy haul transport with our Main Focus Supporting Partnerships and developing relationships.

Customer Satisfaction

T.J. Potter Trucking is a trusted partner for growth.

We have the largest perimeter trailer fleet as well as Steerable Equipment and a rapidly growing logistics team. Our deep industry expertise allows us to manage these projects more effectively than anyone else. We are loyal, committed to Your success, and believe that your success is our success.

The Future is Bright!

